

Haley Rabiu

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Senior UX Researcher & Strategist

Senior UX Research & Strategy Leader with 6+ years of experience specializing in mixed-methods research to drive measurable outcomes for both **high-growth e-commerce brands** and **critical government agencies**. Proven expertise in translating complex behavioral data into actionable strategies that have **increased user satisfaction to 97%** for major public services and generated nearly **\$1M in incremental revenue** for B2C brands.

Core Skills

UX Research | Quantitative & Qualitative Analysis | Research Strategy | Market Research | Customer Journey Mapping | Heuristic Analysis | User Interviews | Usability Testing | UX Design | Stakeholder Engagement | Client Management | GenAI Tools (LLMs) | Google Analytics / GA4 | Dscout | Qualtrics | Dovetail | Optimal Workshop | Figma

Work Experience

Senior UX Researcher

Aug 2024 - Present

Accenture Federal Services | Arlington, VA

I direct end-to-end qualitative UX research to enhance user experiences for a critical service impacting over 16 million annual users. My focus is on applying research insights to reduce points of friction for users and inform continuous improvement, including integrating **GenAI tools** to reduce time-to-production.

- **Increased user satisfaction rate of the FAFSA form to 97%.**
- Executed **17 usability studies with 164 participants**, generating **150+ actionable insights** across **five public-facing applications** to increase user satisfaction with digital self-service.
- Enhanced user pathways through usability testing and data analysis, **reducing error rates** and **increasing task completion** for millions of users.
- Streamlined design process by integrating GenAI tools in research synthesis, **reducing time-to-production**.

Senior UX Researcher, Direct to Consumer

Apr 2023 - Jun 2024

Anatta | Charleston, SC

I led strategic initiatives focused on customer journey optimization and growth for high-profile eCommerce brands. This involved combining qualitative and quantitative analyses to uncover deep behavioral insights, driving **personalized experience improvements** across the acquisition, subscription, and retention phases.

- **Increased System Usability Score by 32%** through targeted customer feedback and usability testing.
- Led customer journey optimization initiatives, enhancing digital touchpoints across the customer lifecycle.
- Conducted mixed-method analysis to uncover behavioral insights, driving strategic growth and personalized experience improvements.

UX Researcher, Direct to Consumer

Mar 2021 - Apr 2023

Anatta | Charleston, SC

I analyzed user behavior using qualitative and quantitative methods to inform and optimize eCommerce strategies,

focusing on driving targeted growth. I led A/B testing and implemented data-driven design revisions to **boost revenue** and **mitigate churn**, aiding in subscription improvements.

- Delivered nearly **\$1M in projected revenue uplift** by leading A/B testing and implementing data-driven design revisions.
- **Boosted user engagement by 66%** by redesigning Information Architecture to improve site navigation.
- Conducted interviews with unsubscribed customers, revealing churn causes and guiding subscription improvements and segmentation strategies.

UX Designer/Researcher

Nov 2019 - Feb 2021

Booz Allen Hamilton | Charleston, SC

To enhance user productivity, I led the discovery and redesign efforts for a complex financial tool, applying insights gleaned from customer journey mapping and usability testing. I facilitated cross-functional client workshops to align design strategy with user and business objectives.

- Led discovery and redesign of a financial tool, enhancing user productivity via journey mapping and usability testing.
- Delivered accessible, inclusive designs aligned with **WCAG and Section 508 standards**.
- Facilitated client workshops to align design strategy with user needs, driving stakeholder buy-in.

Web Application Developer

Feb 2018 - Oct 2019

Booz Allen Hamilton | Blacksburg, VA

- Led UX design and front-end development of a military simulation program (HTML, CSS, React).

Mid-Level Content Developer

Feb 2016 - Feb 2018

Ozmo, Inc. | Blacksburg, VA

- Followed an agile development process for coding device simulators and emulators for Telecommunication support teams (XML).

Education & Certificates

Virginia Polytechnic Institute and State University

Aug 2012 - May 2016

Bachelor of Science | Business Information Technology

Reinvention with Agentic AI

Nov 2025

Accenture

Unilever Digital Marketing Analyst - ID: MZZ3SC5FZMZ0

Sept 2025

Unilever

Certified E-Commerce UX Professional

Jan 2022

Baymard Institute

UX Certificate, Interaction Design Specialty - ID: 1030424

May 2019

Nielsen Norman Group